

# Creating Effective Email Marketing Programs



*Jackie  
Walts*

6235 Aspinwall Road, Oakland, Ca 94611

(510) 339-9105

Fax: (510) 288-1375

Jackie@jackiewalts.com

www.jackiewalts.com

A solid green horizontal bar located below the contact information.

# Slides will Be Available



- Just go to [www.jackiewalts.com](http://www.jackiewalts.com) for slides
- And additional articles on email marketing

# My Background



- Over 25 years in direct marketing
- Worked for agencies, database firms, client side and as a consultant
- Content development on email marketing
- Current clients – VeriSign, Mechanics Bank, Fremont Bank, Lyris

# Email Marketing Golden Rule



- Make sure all email is valuable and meaningful to the recipient.

# Best Uses for Email Marketing



- Communication with customers
- Qualifying and recontacting leads
- Prospecting – very expensive

# ISPs and ESPs



- What is an Internet Service Provider (ISP)?
  - AOL, Yahoo!, Gmail, Comcast, Earthlink, etc.
  - Not required to deliver your emails
  - Respect rules and maintain good relationships in order to ensure delivery

# ISPs and ESPs



- What is an Email Service Provider (ESP)?
  - Services that help you:
    - ✦ Develop content (usually with templates)
    - ✦ Manage your list
    - ✦ Handle unsubscribes and list hygiene
    - ✦ Offer ability to test and track
    - ✦ Provide analytics
    - ✦ Manage ISP relations and deliverability
    - ✦ Examples – Vertical Response, Lyris, ClickMail and more.

# Types of Lists



- **Permission Based:**
  - Opt in – consider a survey to create relevance tracks
  - Double Opt in – slow to build, more responsive
  - You do not need to ask permission to email a list, but it can mean better results and deliverability
- **Rented lists - \$400 per thousand B2B, \$200 B2C**
- **Trade or barter**
- **Purchased lists**
  - Be very wary
  - Ensure the list is not harvested and that the names are opt in

# Email Content



- Offers – keep meaningful and appropriate.
  - B2B – whitepapers, webcasts, podcast
  - B2C – free shipping, gift with purchase, discounts
- The importance of relevance
  - Better results
  - Lower opt outs
- Design - check for rendering:
  - With and without images
  - On all ISPs
  - On mobile devices

# “WE WANTED TO MOVE TO AN IN-THE-CLOUD SOLUTION BECAUSE WE DIDN'T WANT ANY ADDITIONAL IT OVERHEAD.”

**BLANCA GUERRERO**  
CHIEF INFORMATION OFFICER  
ADDISON AVENUE FEDERAL CREDIT UNION

Addison Avenue Federal Credit Union is a nationwide, Silicon valley-based credit union with more than 150,000 members. Responding to an increased member dependency on online services, Addison Avenue knew that deploying additional web security tools for their members would give them a competitive advantage. Addison Avenue chose VeriSign Identity Protection to help secure its online banking. Choosing cloud-based VeriSign Identity Protection with Access for Mobile credentials enabled quick deployment so that Addison Avenue immediately began to see an uptake of online services by its security conscious members.

## FIND OUT MORE ABOUT HOW VERISIGN IDENTITY PROTECTION CAN HELP YOUR CREDIT UNION BY DOWNLOADING THE ADDISON AVENUE CASE STUDY.

The success of your credit union's online business depends on your ability to win customer confidence and online trust. VeriSign delivers the security you need to build consumer trust and grow your online business.

**TO FIND OUT MORE, DOWNLOAD THIS CASE STUDY BY [CLICKING HERE.](#)**

or copy and paste this URL into your browser:  
<https://www.verisign.com/forms/Addisoncs.html?toc=w60960455056591016>

**P.S. Save the date for the Addison Avenue Webcast—**  
hear more details about how Addison Avenue chose VeriSign Identity Protection on December 10th.

© 2009 VeriSign, Inc. All rights reserved. VeriSign, the VeriSign logo, the Checkmark Circle logo, and other trademarks, service marks, and designs are registered or unregistered trademarks of VeriSign, Inc., and its subsidiaries in the United States and foreign countries. All other trademarks are property of their respective owners.

To remove yourself from receiving future VeriSign promotional emails or non-service emails, please visit us at [www.verisign.com/compraf](http://www.verisign.com/compraf) and update your communication preferences and user profile.

Or write to us at:

VeriSign, Inc.  
Attention: Subscriber Services  
487 E. Middlefield Road  
Mountain View, CA 94043

Find out more about how VeriSign® Identity Protection can help your Credit Union by downloading the Addison Avenue case study.

CLICK HERE TO DOWNLOAD CASE STUDY



To: JACKIEWALTS@YAHOO.COM

Subject: SAVE up to 60% Plus Free Grill Pan & Stir Fry Veggies While Supplies Last



**PREMIUM HEARTLAND QUALITY**  
**OMAHA STEAKS**  
SINCE 1917

**Free Grill Pan & Veggies**  
will be sent to every shipping address in your order!

**LIMITED QUANTITIES AVAILABLE...**

**Plus Save up to 60% on these Sizzlin' Deals!**

- 4 (5 oz.) Bacon-Wrapped Filets (#1144AGZ)**  
Reg. \$62.00, **ONLY \$24.99, SAVE \$37.01**
- 4 (8 oz.) Boneless Strip Sirloins (#922AGZ)**  
Reg. \$67.00, **ONLY \$39.00, SAVE \$28.00**
- 4 (4 oz.) Filet Mignons (#1196AGZ)**  
Reg. \$49.99, **ONLY \$24.99, SAVE \$25.00**
- 16 (5 oz.) Gourmet Burgers (#448AGZ)**  
Reg. \$52.00, **ONLY \$24.99, SAVE \$27.01**
- 6 (6 oz.) Top Sirloins (#628AGZ)**  
Reg. \$65.00, **ONLY \$34.99, SAVE \$30.01**

**START SHOPPING**

*HURRY! Offer expires 5/15/05*

**Prefer to order by phone? CALL 1.800.960.8400 & Mention Coupon Code RW4849**

P.S. Share your secret! Do you know someone who fancies fine food? Send them a copy of this email so they can enjoy gourmet Omaha Steaks at great savings, too. To ensure receipt of our emails, please add us (OmahaSteaks@offer.omahasteaks.com) to your Address Book. Thank you.

à la

# Email Testing and Results



- Why test?
  - Refine programs
  - Eliminate poor responders
- What do you test?
  - Targeting
  - Offers
  - Content including subject line
  - Timing

# Expected Results



- Use response or conversion for best analytic
- .5% is considered very successful
- Compare cost per lead or response to other channels
- The role of:
  - Open Rate
  - Click Through
  - Unsubscribe rates
  - Lifetime Customer Value

# Deliverability – The Myths



- Myth #1 – Recipients never click the “This is Spam” button if they know you.
- Myth #2 – It’s easy to communicate with ISPs.
  - No bat phone.
  - Requirements are posted, but hard to find.
  - They all have technical requirements and they are all different.
  - You have to authenticate your emails and build volume over time.
  - Role of feedback loops.
- Myth #3 – there is a list of “magic words” that get your emails caught in Spam filters.
- Myth #4 – Brand reputation doesn’t impact deliverability.
- Myth #5 – You know if you are on a blacklist and it’s easy to get off.

# CAN-Spam Act



- In every commercial email:
  - Be clear that the email is a commercial (not transactional) email.
  - Provide clear and conspicuous notice of the opportunity to opt out
  - Provide functioning opt out
  - Provide a postal address of the sender
  - Use a valid subject line
  - Use a valid header
- Always be compliant – risk blacklisting, fines and jail time.

# Questions?



# Email Checkup – 10 Steps



1. Test your opt-in process to make sure it works and to see how it functions from the user's reference point.
2. Test your opt out process as well.
3. Check in with the person “in charge of email”. What is happening with incoming mailboxes? What does the calendar look like across departments?
4. Review message content, design and performance across platforms and email clients.
5. Evaluate message design for blocked images and preview panes.
6. Review all co-registration sources, and monitor by source to see how they perform.
7. Test all links in all email messages, transactional as well as commercial, especially your unsubscribe link.
8. Review your deliverability.
9. Review message frequency and sending schedule.
10. Keep your list clean with periodic removal of inactive addresses.